

How Do AI-driven Chatbots Impact User Experience? Examining Gratifications, Perceived Privacy Risk, Satisfaction, Loyalty, and Continued Use

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Abstract

ABSTRACT This study examined how artificial intelligence (AI)-driven chatbots impact user experience. It collected survey data from 1,064 consumers who used any chatbot service from the top 30 brands in the U.S. Results indicated that utilitarian (information), hedonic (entertainment), technology (media appeal), and social (social presence) gratifications obtained from chatbot use positively predicted users' satisfaction with chatbot services of their selected brand. In contrast, perceived privacy risk associated with chatbot use reduced user satisfaction. Data also demonstrated that user satisfaction positively affected both the continued use intention of chatbot services and customer loyalty. Implications of this study are discussed.